

WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701 DATE: 09-06-2012

PAGE: 1

of 4

MEDIA STRATEGIES & RESEARCH - 7658 ATTN: RACHAEL BEALE 11350 RANDOM HILLS RD. SUITE 670 FAIRFAX VA 22030

Contract No Contract Dt Revision Dt Rev# Advertiser COWELL FOR NC TREASURER Brand COWELL NC TR POLITICALS Station/Market WTVD - DURHAM

307730 03-3	1-2012   03-0	2012 2	COWLLLTOKT	TREAGUNER	COVILLING	`					0.		\LU			V 1 V D - D O	TXI IZIVI
Agency Est		CMS # 235563	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date	End D		Billing M (Brook	doo-	+ N/a	ath C	`vole		_	Contract Titl	е	
					10-02-2012	11-06-2		M (Broad						N			
Line Start Date	End Date	Time Period		escription			RC	Duration	М	T V	<b>√</b> T	F	SS	SPW	Price	Tot Spots	Total \$
1 11-05-2012	11-06-2012	Agency CPE: 05:30AM - 06:		YEWITNESS NEWS AT 5:30	0 AM (MONDAY-	FRIDA	2	30		1				1	350	1	350.00
2 10-29-2012	11-04-2012	06:00AM - 07:	:00AM E	YEWITNESS NEWS AT 6AP	M ( MONDAY -FF	RIDAY)	1	30		1 1	1	1		3	850	3	2,550.00
3 11-05-2012	11-06-2012	06:00AM - 07:	00AM E	YEWITNESS NEWS AT 6AP	M ( MONDAY -FF	RIDAY)	1	30	1	1				2	850	2	1,700.00
4 10-29-2012	11-04-2012	07:00AM - 09:	:00AM G	OOD MORNING AMERICA	(MONDAY-FRID	AY) (83	1	30	1	1 1	1 1	1		5	850	5	4,250.00
5 11-05-2012	11-06-2012	07:00AM - 09:	:00AM G	OOD MORNING AMERICA	(MONDAY-FRID	AY) (83	1	30	1	1				2	850	2	1,700.00
6 10-29-2012		08:00AM - 09:		OOD MORNING AMERICA	,		2	30					1	1	400	1	400.00
7 10-29-2012		09:00AM - 10:		IVE! WITH KELLY (MONDA		)	3	30		1				1	125	1	125.00
9 10-29-2012		10:00AM - 11: 11:00AM - 12:		ACHEL RAY (MONDAY-FR HE VIEW (MONDAY-FRIDA	,, ,		2	30 30			1			1	150 300	1	150.00 300.00
10 10-29-2012		12:00PM - 12:		YEWITNESS NEWS AT NO	, , ,	RIDAY)	2	30			•	1		1	250	1	250.00
11 10-29-2012		03:00PM - 04:		ENERAL HOSPITAL / KATI	•	-	2	30	1	1	1			3	175	3	525.00
12 11-05-2012	11-06-2012	03:00PM - 04:	00PM G	ENERAL HOSPITAL / KATI	E (EFF 9/10) (81	7)	2	30	1					1	175	1	175.00
13 10-29-2012	11-04-2012	04:00PM - 05:	00PM E	YEWITNESS NEWS 4:00PM	1 (MONDAY- FRI	DAY) (	1	30		1	1			1	375	1	375.00
14 10-29-2012	11-04-2012	05:00PM - 05:	30PM E	YEWITNESS NEWS AT 5:00	0PM(MONDAY-F	RIDAY	1	30	1			1		2	750	2	1,500.00
15 10-29-2012	11-04-2012	05:30PM - 06:	00PM E	YEWITNESS NEWS 5:30PN	(MONDAY-FRII	DAY) (8	1	30		1	1			2	950	2	1,900.00



WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701 **DATE**: 09-06-2012

MEDIA STRATEGIES & RESEARCH - 7658

**PAGE**: 2

of 4

ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No 387750 Contract Dt 05-31-2012 O9-05-2012 2 COWELL FOR NC TREASURER Brand COWELL NC TR POLITICALS Station/Market WTVD - DURHAM

00.100 00.2	-0.2	2012   2		TO THE HOUSE							<b>0 -</b> 1					
Agency Est#		CMS#	Sales Office	Account Executive	Start Date	End Da	ate	Billing					Package	Contract Titl	e	
11204		235563	PHILADELPHIA	A. CLIFFORD	10-02-2012	11-06-20	012	M (Broad	dcas	st Mont	h. Cvc	le 1)	N	235563		
Line Start Date Er	nd Date	Time Period		Description				Duration					S SPW	Price	Tot Spots	Total \$
		Agency CPE:	E: 11204													
16 11-05-2012 11	1-06-2012	05:30PM - 06:	:00PM E	YEWITNESS NEWS 5:30PM	(MONDAY-FRID	AY) (8	1	30	1				1	950	1	950.00
					•	, (										
17 10-29-2012 11	1-04-2012	06:00PM - 06:	:30PM F	YEWITNESS NEWS AT 6P (I	MONDAY-FRIDA	Y) (81	1	30	1	1		1	3	1,100	3	3,300.00
20 20			-			,,(0.	-		•	•		-		1,100		3,000.00
18 11-05-2012 11	1-06-2012	06:00PM - 06:	-30PM F	YEWITNESS NEWS AT 6P (I	MONDAY-FRIDA	V) (81	1	30	1				1	1,100	1	1,100.00
10 11-03-2012	1-00-2012	00.001 W - 00.	.301 W	TEMINICOUND AT OF (I	NONDAT-I RIDA	.,(01	'	30	1 '				'	1,100		1,100.00
19 10-29-2012 11	1-04-2012	07:00PM - 07:	-30DM I	EOPARDY ( MONDAY-FRIDA	۸۷۱ (808)		4	30		1	1		2	1,400	2	2,800.00
13 10-23-2012	1-04-2012	07.001 W - 07.	.501 141 0	LOI AND I (MONDAT-I NIDA	41) (030)		'	30		•	•			1,400		2,000.00
20 11-05-2012 11	1-06-2012	07:00PM - 07:	-20DM I	EOPARDY ( MONDAY-FRIDA	AV) (909)		4	30	4				1	1,400	1	1,400.00
20 11-03-2012 11	1-00-2012	07.00FW - 07.	.SUFIVI J	EUFARDI (WIONDAT-FRIDA	41)(090)		١'	30	'				'	1,400	'	1,400.00
21 10-29-2012 11	1 04 2012	07.20DM 00.	OODM V	VHEEL OF FORTUNE (MONE	NAV EDIDAVI (00	M1\	1	30		1			2	1,400	2	2,800.00
21 10-29-2012 11	1-04-2012	07.30FW - 06.	.UUFIVI V	VHEEL OF FORTUNE (MONL	7A 1 - FRIDA 1 ) (90	'''	١'	30	'	•				1,400		2,800.00
22 11-05-2012 11	1-06-2012	08:00PM - 10:	OODM N	AONDAY DDIME 0 40D (70E)			2	30						4 000		4 000 00
22 11-05-2012 11	1-06-2012	U6:UUPIVI - 1U:	OUPIVI IV	MONDAY PRIME 8-10P (795)				30	1				'	4,000	1	4,000.00
		ITF	EM LINE NOTE													
		DWTS 2														
23 10-29-2012 11	1-04-2012	08:00PM - 09:	:00PM S	SUNDAY PRIME 8-9P (931)			1	30					1 1	4,200	1	4,200.00
		ONCE UPON	EM LINE NOTE CD													
24 10-29-2012 11		11:00PM - 11:		YEWITNESS NEWS AT 11PI	M (MONDAY-SUM	NDAY	1	30	1	1		1	3	1.100	3	3,300.00
24 10 23 2012	. 04 2012	11.001 111	.001 111		ii (iiiONDA1 OOI	TDA I	١.	00	•	•		•		1,100		0,000.00
25 11-05-2012 11	1-06-2012	11:00PM - 11:	·35PM F	YEWITNESS NEWS AT 11PI	M (MONDAY-SUM	NDAY	1	30	1				1	1,100	1	1,100.00
20 11 00 2012	. 00 2012	11.001 111	.001 111		ii (iiiONDA1 OOI	TDA I	١.	00	•				'	1,100		1,100.00
26 10-29-2012 11	1-04-2012	11·35PM - 12·	·02ΔM N	IIGHTLINE (MONDAY-FRIDA	Y) (788)		2	30		1	1		2	250	2	500.00
25 10-25-2012	. 54-2012	11.001 W - 12.	VERIU I		, (100)		-	30		•	•			230	-	300.00
27 11-06-2012 11	1-06-2012	05:28AM - 06:	·00ΔM =	YEWITNESS NEWS AT 5:30	AM (MONDAY-E	RIDA	3	30		1			1	350	1	350.00
2. 11-00-2012	. 50-2012	00.20Aiii 2 00.	.VVAIVI L		AIII (IIIONDA I-I	NIDA	ا ا	30		•			'	330	'	330.00
28 10-29-2012 11	1-01-2012	05:58 AM = 07:	·00AM =	YEWITNESS NEWS AT 6AM	( MONDAY .EDI	DAY)	3	30	1		1		2	850	2	1,700.00
20 10-29-2012  11	1-01-2012	UJ.30AIVI - U/	.UUAIVI E	TEVVITNESS NEVVS AT VAIVI	( WONDAT -FRI	DAT	3	30	1 '		ı			630	2	1,700.00



WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701

**DATE**: 09-06-2012 **PAGE**: 3 **of** 4

MEDIA STRATEGIES & RESEARCH - 7658 ATTN: RACHAEL BEALE 11350 RANDOM HILLS RD. SUITE 670 FAIRFAX VA 22030

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
387750	05-31-2012	09-05-2012	2	COWELL FOR NC TREASURER	COWELL NC TR	POLITICALS	WTVD - DURHAM

S ,			Account Executive	Start Date	End D	ate	Billing						Package	Contract Titl	e			
		11204   235563   PHILADELPHIA   A. CLIFFORD   10-02-2012   11-06-2							M (Broa						N	235563		
Line	Start Date	End Date	Time Period		escription			RC	Duration	M	TV	V T	F	S S	SPW	Price	Tot Spots	Total \$
			Agency CPE:	E: 11204														
29	11-05-2012	11-05-2012	09:00AM - 10:	:00AM L	IVE! WITH KELLY (MONDAY-	FRIDAY) (842	)	3	30	1					1	125	1	125.00
30	10-29-2012	10-29-2012	10:58AM - 12:	:00PM T	HE VIEW (MONDAY-FRIDAY)	(846)		3	30	1					1	300	1	300.00
31	10-31-2012	10-31-2012	12:00PM - 12:	:30PM E	YEWITNESS NEWS AT NOOI	N(MONDAY-FI	RIDAY)	3	30	)	1				1	250	1	250.00
32	11-02-2012	11-02-2012	03:00PM - 04:	:00PM G	ENERAL HOSPITAL / KATIE	(EFF 9/10) (81	7)	3	30	)			1		1	175	1	175.00
33	10-30-2012	10-30-2012	04:00PM - 05:	:00PM E	YEWITNESS NEWS 4:00PM (	MONDAY- FR	IDAY) (	3	30	)	1				1	375	1	375.00
34	11-05-2012	11-05-2012	05:00PM - 05:	:30PM E	YEWITNESS NEWS AT 5:00P	M(MONDAY-F	RIDAY	3	30	1					1	750	1	750.00
35	10-31-2012	10-31-2012	05:28PM - 06:	:00PM E	YEWITNESS NEWS 5:30PM (	MONDAY-FRI	DAY) (8	3	30		1				1	950	1	950.00
36	11-01-2012	11-01-2012	05:58PM - 06:	:30PM E	YEWITNESS NEWS AT 6P (M	ONDAY-FRID	AY) (81	3	30	)		1			1	1,100	1	1,100.00
37	11-02-2012	11-02-2012	06:58PM - 07:	:30PM JI	EOPARDY ( MONDAY-FRIDA	Y) (898)		3	30	)			1		1	1,400	1	1,400.00
38	10-30-2012	10-30-2012	07:28PM - 08:	:00PM W	HEEL OF FORTUNE (MONDA	AY-FRIDAY) (9	901)	3	30	)	1				1	1,400	1	1,400.00
							-											
39	11-05-2012	11-05-2012	07:28PM - 08:	:00PM W	HEEL OF FORTUNE (MONDA	AY-FRIDAY) (9	901)	3	30	1					1	1,400	1	1,400.00
					•	, ,	,											
40	10-29-2012	10-29-2012	07:58PM - 10:	:00PM M	ONDAY PRIME 8-10P (795)			3	30	1					1	4,000	1	4,000.00
					` ,											•		•
			DWTS	EM LINE NOTE														
44	40.04.0040	40 04 0040	_	-00014	/ED DDIME 40 44D (04.4)			_								4 500	_	4 500 00
41	10-31-2012	10-31-2012	10:00PM - 11:	:UUPIVI W	ED PRIME 10-11P (814)			3	30	1	1				1	1,500	1	1,500.00
			ITF	EM LINE NOTE														
			NASHVILLE	LIVI LIIVL IVOIL														



TOTAL

WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701 MEDIA STRATEGIES & RESEARCH - 7658 ATTN: RACHAEL BEALE

**DATE**: 09-06-2012

PAGE: 4

of 4

66,875.00

ATTN: RACHAEL BEALE 11350 RANDOM HILLS RD. SUITE 670 FAIRFAX VA 22030

	`																
(		ontract Dt Revision Dt Rev# Advertiser Brand -31-2012 09-05-2012 2 COWELL FOR NC TREASURER COWELL NC										uct Code		Station/Market WTVD - DURHAM			
	387750 05	31-2012 09-03-2012 2 COWELL FOR INC TREASURER COWELL INC TR								W I VD - DU	KHAM						
	Agency Est# CMS # Sales Office				Account Executive Start Date End Date Bil								Package	Contract Tit	ïtle		
	11204 235563 P			PHILADELPHIA	A. CLIFFORD	10-02-2012	11-06-2		M (Broa				N	235563			
	Line Start Date				escription			RC	Duration	M T	W T	F S	S SPW	Price	Tot Spots	Total \$	
		Agency CPE: E: 11204															
	42 11-02-2012	11-02-2012	07:58PM - 09:	00PM FR	RIDAY PRIME 8-9P (792)			3	30			1	1	2,200	1	2,200.00	
			ITE LAST MAN/MA	EM LINE NOTE													
	43 10-30-2012	11-01-2012	11:00PM - 11:	35PM EY	EWITNESS NEWS AT 11PM	(MONDAY-SU	JNDAY	3	30	1	1		2	1,100	2	2,200.00	
	44 11-04-2012	11-04-2012	11:00PM - 11:	35PM EY	YEWITNESS NEWS AT 11PM	(MONDAY-SU	JNDAY	3	30				1 1	750	1	750.00	
	45 11-05-2012	11-05-2012	11:35PM - 12:	02AM NI	GHTLINE (MONDAY-FRIDAY	(788)		3	30	1			1	250	1	250.00	
A	46 11-01-2012	11-01-2012	08:00PM - 11:	00PM PR	RIME SPECIALS (797)			1	30		1		1	3,000	1	3,000.00	
A	47 10-31-2012	10-31-2012	05:00PM - 05:	30PM EY	YEWITNESS NEWS AT 5:00P	M(MONDAY-F	RIDAY	1	30		1		1	750	1	750.00	
A	48 11-03-2012	11-03-2012	07:00AM - 08:	00AM EY	YEWITNESS NEWS SATURD	AY AT 7AM (2	408)	2	30			1	1	250	1	250.00	
													Contract	ed Gross Tota	al: 69	66,875.00	
														ial Gross Tota cy Commission	n:	66,875.00 10,031.25	
_	M (I- 0/D		Day ( )		Mada Oaad	0				.11				Net Tota			
L	Month/YR		Preempted		Made Good	Contract T			А	djustm						Actual Total	
- 1	Oct 12		0.00		0.00		0.00				0.00					0.00	
	Nov 12		0.00		0.00	66,875	0.00				0.00					66,875.00	

66,875.00

0.00

0.00

0.00